

**UNIVERSITY OF ESWATINI**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**

**MAIN EXAMINATION PAPER – DECEMBER 2018**

**TITLE OF PAPER : BUSINESS RESEARCH METHODOLOGY**

**COURSE CODE : BUS613**

**TIME ALLOWED : THREE (3) HOURS**

**INSTRUCTIONS :**

- 1. ANSWER FOUR (4) QUESTIONS**
- 2. ALL QUESTIONS CARRY EQUAL MARKS**

**TOTAL MARKS: 100**

**THIS PAPER MUST NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED  
BY THE INVIGILATOR**

1. Provide a comparative analysis of the positivist and interpretivist approaches to research with specific reference to the fundamental nature of reality, application of theory in research, and the determination of what constitutes good evidence. Provide appropriate examples to support your viewpoints.
2. Assume that you intend to study employee-management relations in a business organization. Explain the methodological approach you would use to conduct your study. How would the characteristics of individual employees and managers, as well as the contextual characteristics of the organization feature in your determination of the appropriate methodological approach?
3. Critically discuss the purpose of the research design. In your discussion, explain how the purpose of research designs varies with regard to the nature and goals of the study, and the theoretical orientation of the researcher.
4. Explain how you would conduct a study on employee absenteeism in an organization of your choice. Focus specifically on sampling procedures and the measurement of key variables.
5. Business-related studies frequently test hypothesized relationships between dependent variables and one or more independent variables. Discuss how the anticipated relationships between these variables guide the collection and interpretation of data, and explain the role of intervening variables in establishing causal relationships.
6. Explain the major elements of operationalization and, using specific examples, compare and contrast quantitative and qualitative conceptualization and operationalization.
7. Formulate a research problem and relate it to an empirical field situation and prevailing theoretical debates. Discuss the underlying epistemology that would guide your study and its methodological framework.
8. Critically discuss the importance of ethics in business research and highlight the ethical responsibilities of a researcher conducting business-related research in an organizational setting. Cite examples from the literature to support your viewpoints.